DRAFT

PARLIAMENT PACKAGING STUDY

- Topline -

December, 1995

2045569820

Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

METHODOLOGY

OVERALL DESIGN:	Pack Test Each respondent saw two packs of Parliament; a current pack and a new pack (the order in which the packs were shown was rotated to avoid positional bias) and was asked their opinions and preference.
DATA COLLECTION:	Mall intercept and pre-recruitment of Parliament smokers from lists supplied by Philip Morris; mall intercept of Competitive smokers.
MARKETS:	15 field services in Region 1.
FIELD DATES:	November 16, 1995 - December 2, 1995.

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SAMPLE COMPOSITION

A total of 457 respondents evaluated the Parliament packs. The sample composition is as follows:

PARLIAMENT SMOKERS

		Sex		Age		Size Smoked		Pack Type	
Total	Total	Male	Female	18-34	35-64	Kings	100's	Hard Box	Soft Pack
457	226	100	126	111	115	148	78	134	92

COMPETITIVE SMOKERS

	Sex		Age		Size Smoked		Pack Type	
Total	Male	Female	18-34	35-64	Kings	100's	Hard Box	Soft Pack
231	100	131	118	113	141	90	134	97

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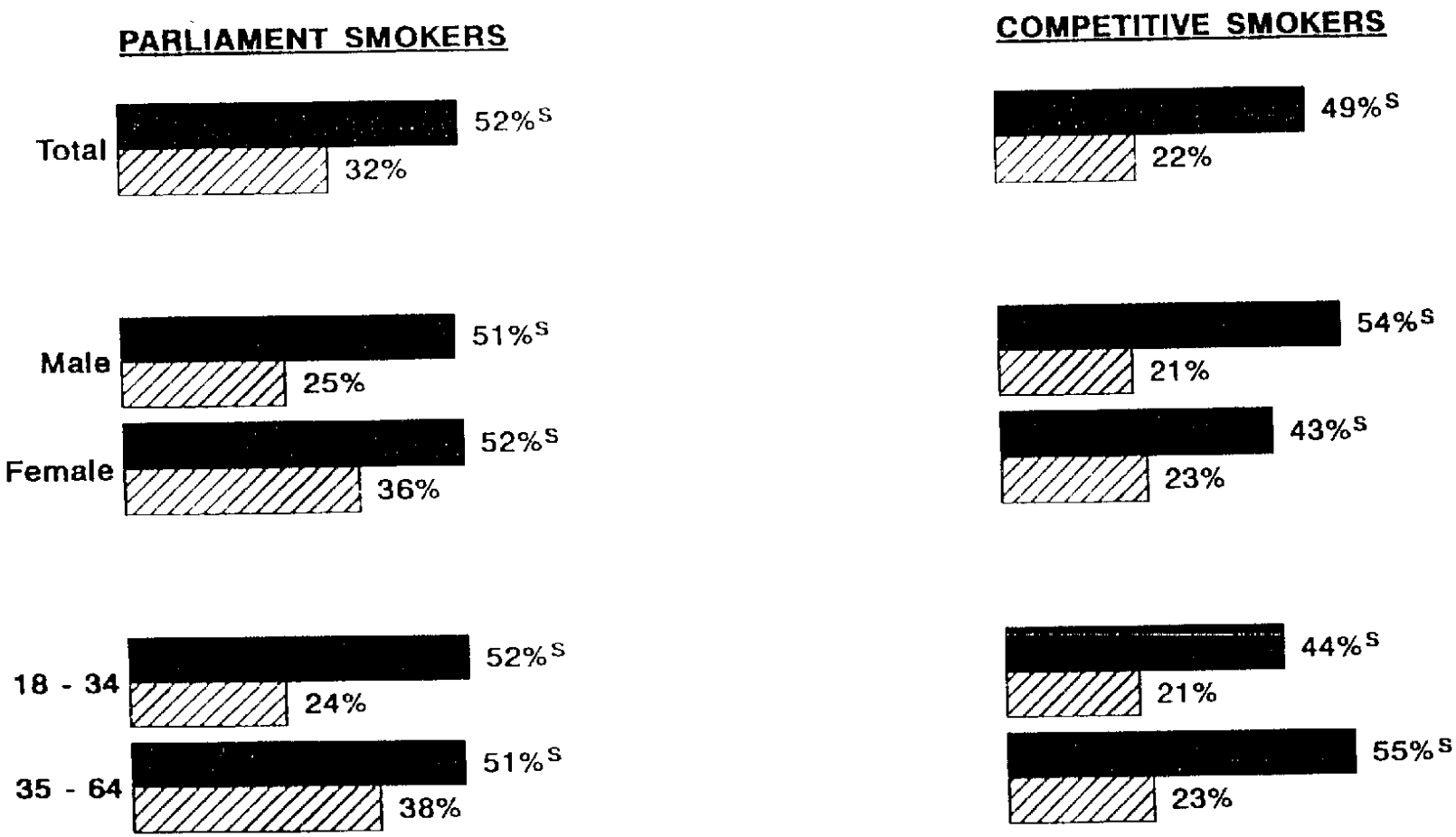
OVERALL OPINION OF PACKS

(% "Like It Very Much")



s = Significantly higher than Current at the 95% confidence level.

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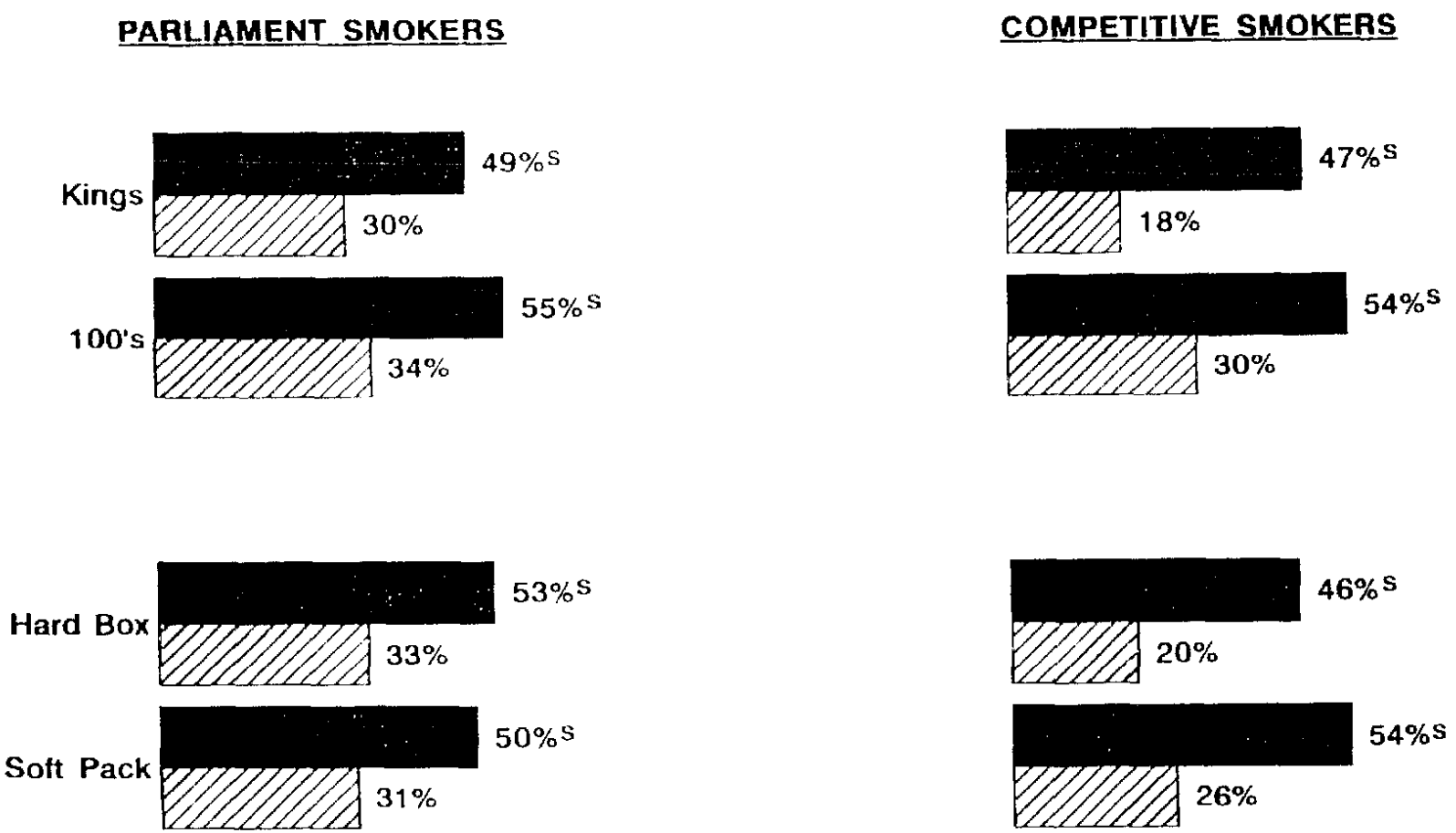
OVERALL OPINION OF PACKS

(% "Like It Very Much")



s = Significantly higher than Current at the 95% confidence level.

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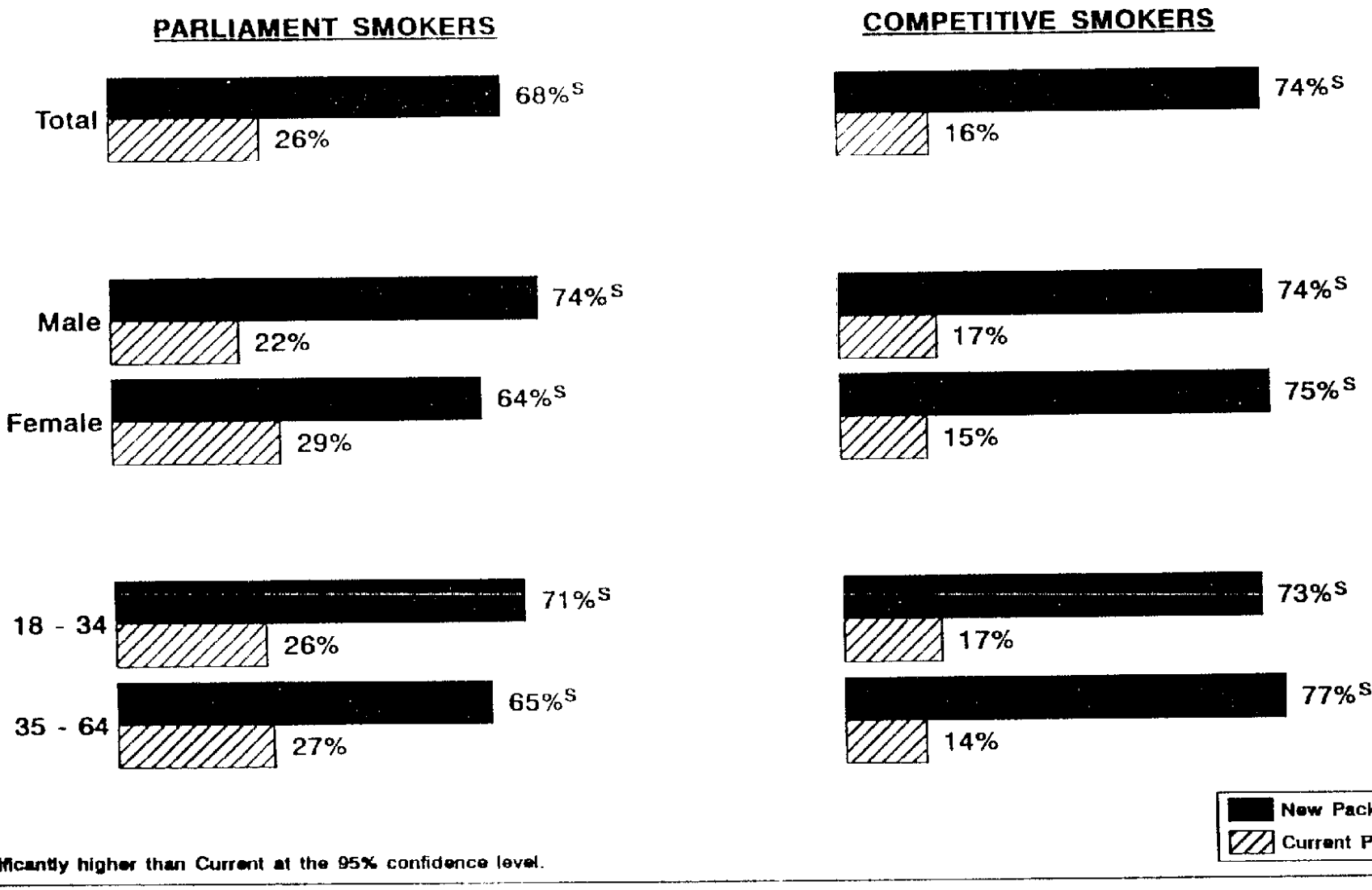
OVERALL PREFERENCE



s = Significantly higher than Current at the 95% confidence level.

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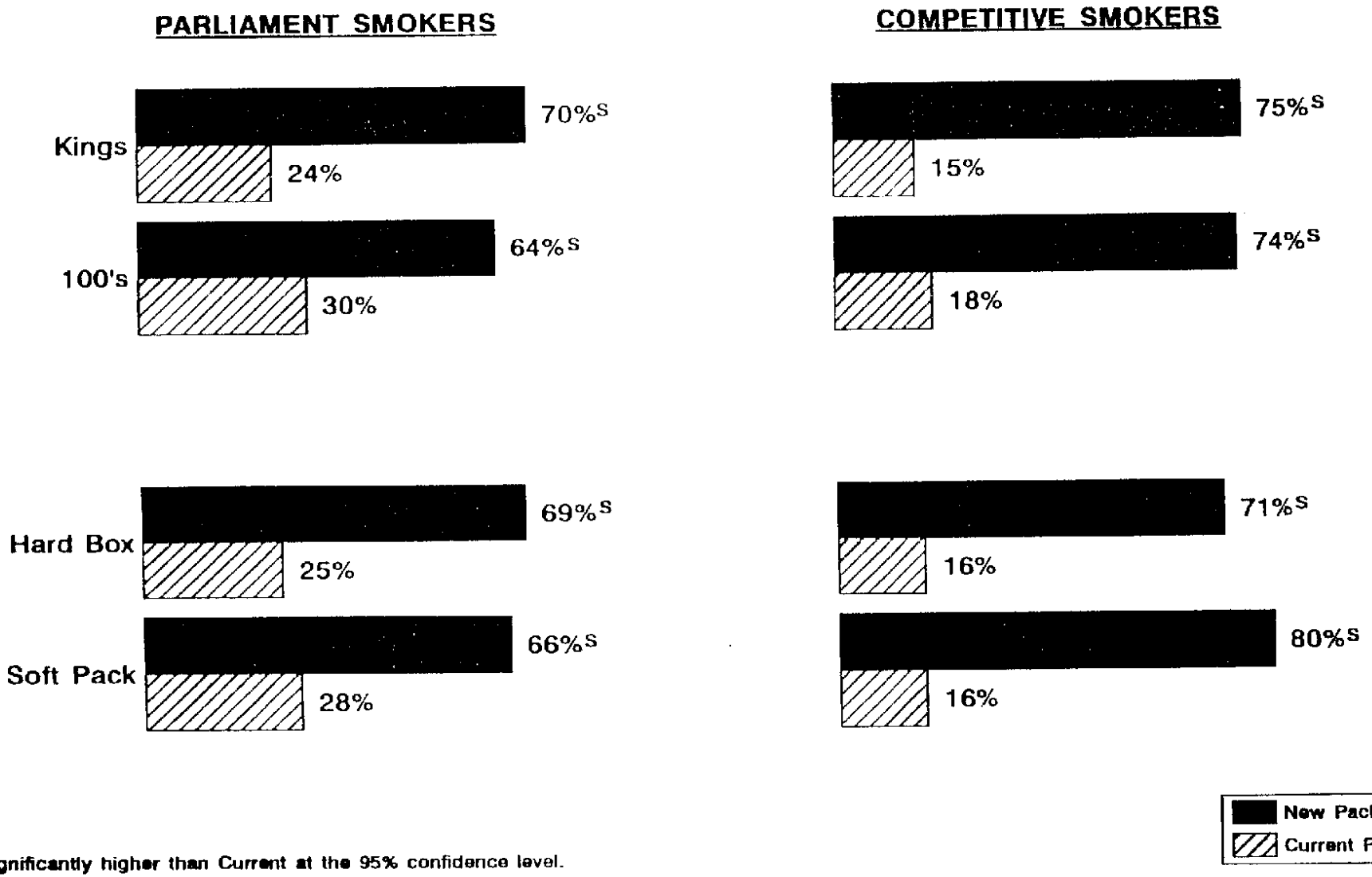
OVERALL PREFERENCE



s = Significantly higher than Current at the 95% confidence level.

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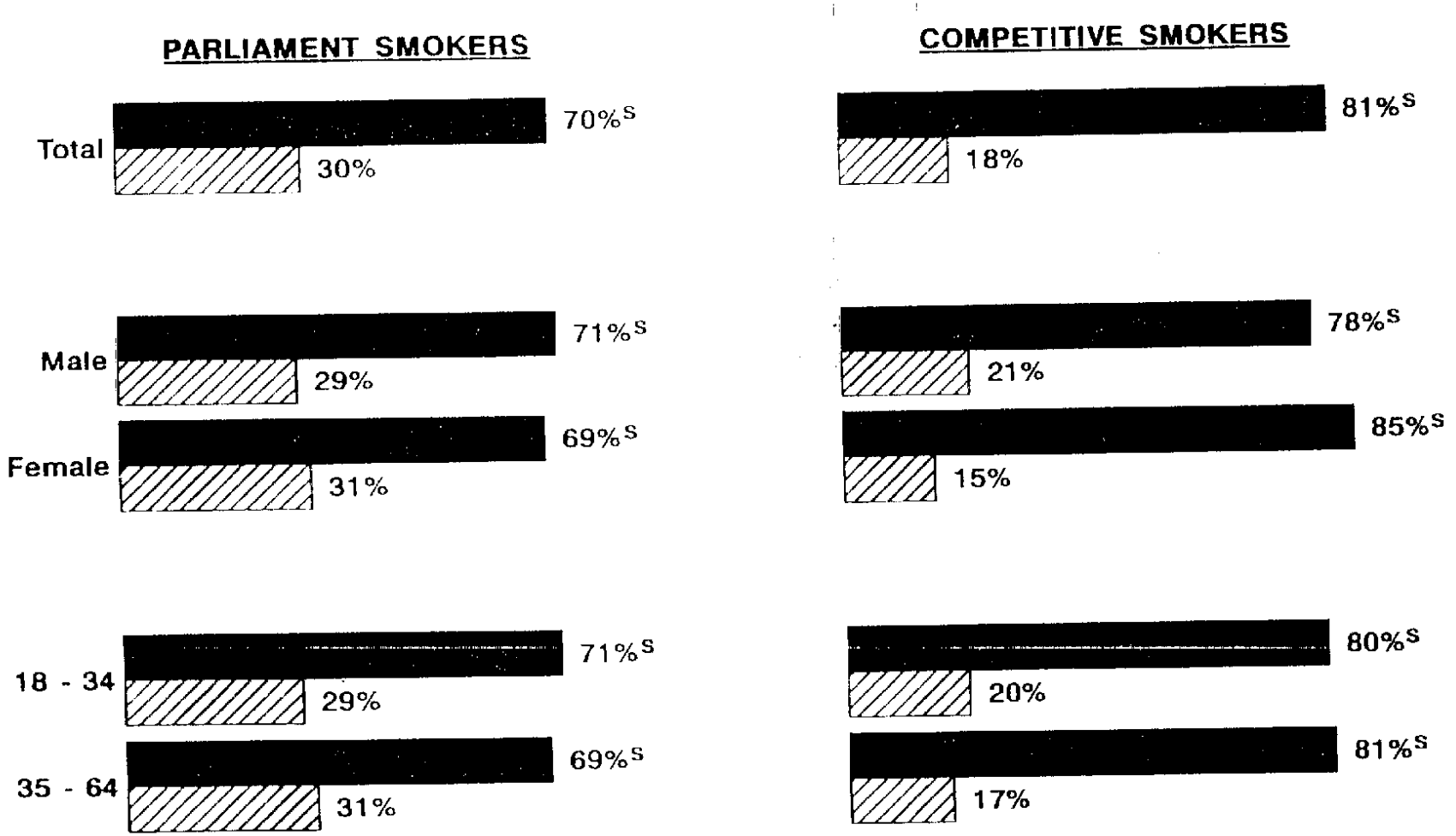
which design do you prefer - the design w/ the diagonal line w/ white diagonal or the design w/out white diagonal

RECTANGULAR DESIGN PREFERENCE



s = Significantly higher than Current at the 95% confidence level.

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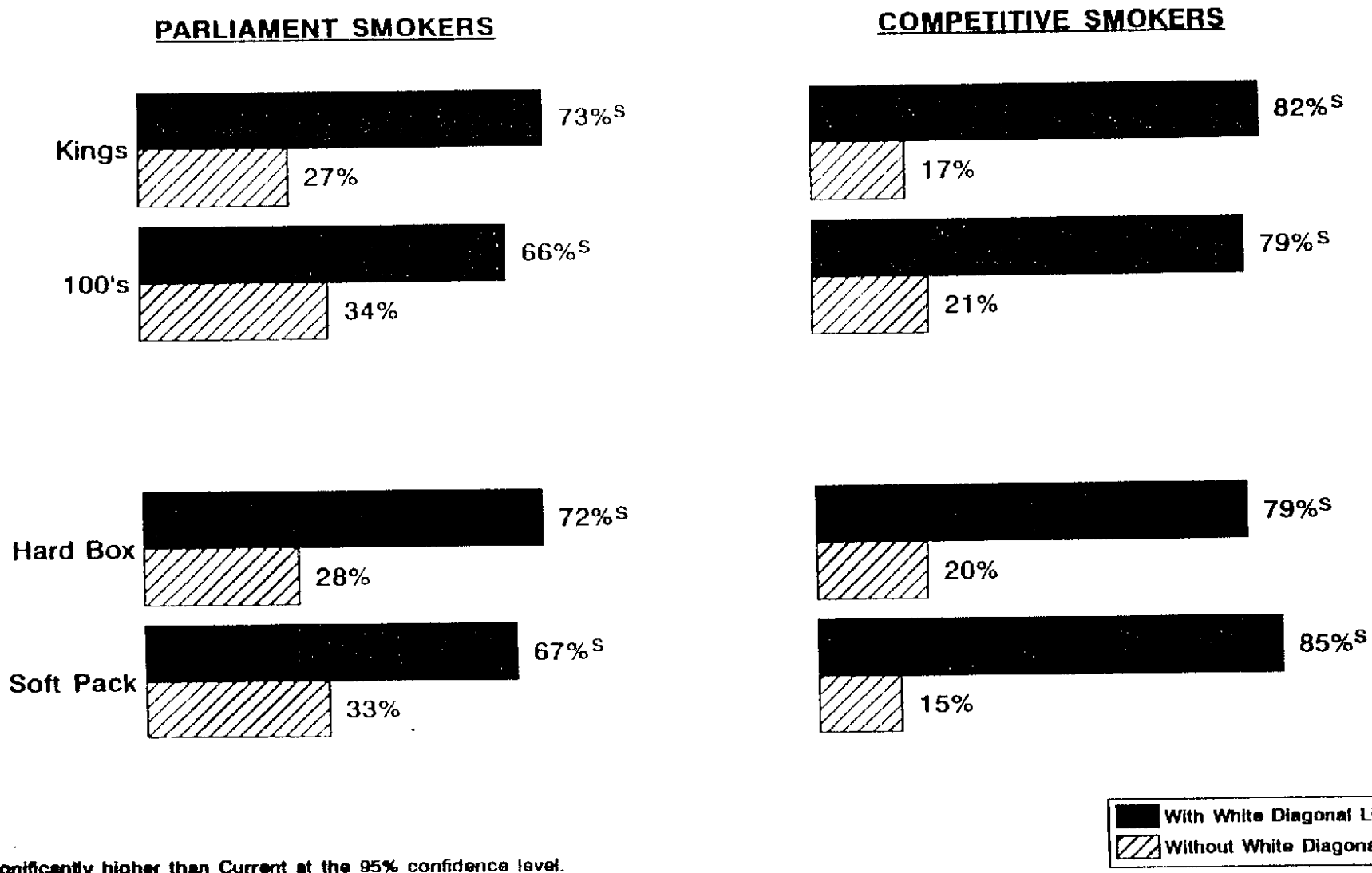
RECTANGULAR DESIGN PREFERENCE



s = Significantly higher than Current at the 95% confidence level.

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EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

	TOTAL							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	226				231			
	%	%	%	%	%	%	%	%
Has the crest I like the best	73 s	15	9	3	74 s	14	9	3
Has the colors in the blue rectangular design in the center I like the best	67 s	24	7	2	73 s	17	8	2
Has the gold border around the blue rectangular design I like the best	57 s	33	9	1	65 s	21	11	3

s = Significantly higher than Current at the 95% confidence level.

Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

MALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	100				100			
	%	%	%	%	%	%	%	%
Has the crest I like the best	81 s	7	10	2	71 s	18	9	2
Has the colors in the blue rectangular design in the center I like the best	73 s	18	7	2	70 s	19	10	1
Has the gold border around the blue rectangular design I like the best	55 s	32	11	2	65 s	22	11	2

FEMALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	126				131			
	%	%	%	%	%	%	%	%
Has the crest I like the best	68 s	21	8	3	77 s	10	9	4
Has the colors in the blue rectangular design in the center I like the best	64 s	27	8	1	77 s	15	6	2
Has the gold border around the blue rectangular design I like the best	59 s	32	8	1	65 s	20	11	4

s = Significantly higher than Current at the 95% confidence level.

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EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

	18 - 34							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	111				118			
	%	%	%	%	%	%	%	%
Has the crest I like the best	74 s	14	8	4	70 s	17	11	2
Has the colors in the blue rectangular design in the center I like the best	67 s	24	5	4	75 s	17	6	2
Has the gold border around the blue rectangular design I like the best	57 s	36	5	2	63 s	23	11	3

	35 - 64							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	115				113			
	%	%	%	%	%	%	%	%
Has the crest I like the best	72 s	16	10	2	79 s	10	7	4
Has the colors in the blue rectangular design in the center I like the best	68 s	23	9	-	71 s	17	11	1
Has the gold border around the blue rectangular design I like the best	57 s	30	12	1	67 s	18	12	3

s = Significantly higher than Current at the 95% confidence level.

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EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

KINGS

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	148				141			
	%	%	%	%	%	%	%	%
Has the crest I like the best	72 s	14	10	4	72 s	15	9	4
Has the colors in the blue rectangular design in the center I like the best	66 s	22	[illegible]	[illegible]	[illegible] s	16	7	3
Has the gold border around the blue rectangular design I like the best	56 s	31	11	2	65 s	22	10	3

100'S

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	78				90			
	%	%	%	%	%	%	%	%
Has the crest I like the best	74 s	17	7	2	77 s	13	9	1
Has the colors in the blue rectangular design in the center I like the best	69 s	25	6	-	71 s	18	11	-
Has the gold border around the blue rectangular design I like the best	58 s	34	8	-	64 s	20	14	2

s = Significantly higher than Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF PARLIAMENT PACKS ON PACK DIMENSIONS

HARD BOX

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	134				134			
	%	%	%	%	%	%	%	%
Has the crest I like the best	75 s	14	9	2	69 s	17	12	2
Has the colors in the blue rectangular design in the center I like the best	67 s	24	7	2	71 s	18	10	1
Has the gold border around the blue rectangular design I like the best	58 s	31	10	1	61 s	23	14	2

SOFT PACK

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	92				97			
	%	%	%	%	%	%	%	%
Has the crest I like the best	70 s	17	9	4	82 s	10	4	4
Has the colors in the blue rectangular design in the center I like the best	68 s	23	8	1	76 s	17	4	3
Has the gold border around the blue rectangular design I like the best	56 s	34	9	1	70 s	19	7	4

s = Significantly higher than Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	TOTAL							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	226				231			
	%	%	%	%	%	%	%	%
Eye-catching	70 s	13	14	3	68 s	11	13	8
Modern	64 s	8	16	12	52 s	7	19	22
Classy looking	59 s	21	16	4	60 s	15	17	8
Stylish	57 s	16	21	6	55 s	11	20	14
Trendy	51 s	11	14	24	47 s	9	13	31
High quality	46 s	14	33	7	51 s	9	29	11
Unique	46 s	12	17	25	42 s	9	21	28
Elegant	45 s	15	19	21	50 s	9	16	25
Fits my personality	44 s	21	19	16	45 s	14	14	27
Innovative	44 s	11	15	30	41 s	10	19	30
Contemporary	43 s	22	24	11	36 s	21	24	19
Expensive	40 s	11	18	31	38 s	6	26	30
For young adults	35 s	8	25	32	31 s	7	26	36
Established	32	26	35	7	40 s	16	34	10
Classic	30	32	27	11	36 s	23	26	15
Feminine	30 s	17	12	41	30 s	12	19	39
Traditional	20	46 s	22	12	25	36 s	22	17
Masculine	19	23	14	44	20	25	19	36
Cheap looking	12	29 s	4	55	8	31 s	8	53
Ordinary looking	11	49 s	15	25	8	49 s	19	24
Old-fashioned	9	48 s	10	33	8	47 s	14	31
Unattractive	9	26 s	7	58	9	31 s	8	53
Boring/dull	5	41 s	10	45	5	38 s	13	44

s = Significantly higher than New/Current at the 95% confidence level.

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EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	MALE							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	100				100			
	%	%	%	%	%	%	%	%
Eye-catching	78 s	8	10	4	65 s	11	14	10
Modern	71 s	5	12	12	50 s	9	18	23
Classy looking	60 s	20	15	5	58 s	15	18	9
Stylish	59 s	14	19	8	52 s	13	23	12
Trendy	56 s	7	7	30	48 s	10	11	31
High quality	47 s	14	30	9	52 s	9	26	13
Unique	51 s	10	20	19	40 s	10	20	30
Elegant	48 s	15	21	16	50 s	8	18	24
Fits my personality	41 s	20	19	20	42 s	17	14	27
Innovative	55 s	7	16	22	41 s	9	19	31
Contemporary	47 s	20	19	14	32	22	26	20
Expensive	42 s	7	20	31	41 s	7	25	27
For young adults	44 s	8	20	28	27 s	7	27	39
Established	33	28	29	10	41 s	16	29	14
Classic	28	34	23	15	39 s	21	25	15
Feminine	21	13	6	60	20	14	20	46
Traditional	25	46 s	16	13	27	36	21	16
Masculine	27	18	16	39	25	19	19	37
Cheap looking	12	32 s	3	53	9	29 s	9	53
Ordinary looking	10	57 s	11	22	10	42 s	21	27
Old-fashioned	9	51 s	7	33	12	40 s	14	34
Unattractive	10	29 s	5	56	8	28 s	12	52
Boring/dull	3	45 s	7	45	5	34 s	14	47

s = Significantly higher than New/Current at the 95% confidence level.

Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	FEMALE							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	126				131			
	%	%	%	%	%	%	%	%
Eye-catching	66 s	16	16	2	71 s	12	11	6
Modern	60 s	11	18	11	53 s	6	21	20
Classy looking	58 s	22	17	3	62 s	14	17	7
Stylish	56 s	17	23	4	57 s	9	18	16
Trendy	48 s	13	18	21	47 s	7	15	31
High quality	46 s	14	34	6	49 s	9	32	10
Unique	43 s	13	15	29	43 s	8	23	26
Elegant	43 s	15	18	24	50 s	9	15	26
Fits my personality	46 s	22	20	12	47 s	11	13	29
Innovative	36 s	14	14	36	41 s	11	19	29
Contemporary	40 s	23	27	10	40 s	20	22	18
Expensive	38 s	14	17	31	34 s	6	27	33
For young adults	30 s	8	28	34	36 s	7	26	31
Established	32	24	39	5	40 s	16	38	6
Classic	31	31	30	8	32	27	27	14
Feminine	36 s	19	16	29	42 s	9	18	31
Traditional	17	47 s	25	11	22	36 s	24	18
Masculine	15	26 s	12	47	14	32 s	19	35
Cheap looking	11	26 s	5	58	6	34 s	6	54
Ordinary looking	13	44 s	17	26	6	56 s	17	21
Old-fashioned	10	46 s	11	33	4	55 s	14	27
Unattractive	8	24 s	8	60	9	35 s	3	53
Boring/dull	6	38 s	11	45	5	43 s	11	41

s = Significantly higher than New/Current at the 95% confidence level.

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EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	18 - 34							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	111				118			
	%	%	%	%	%	%	%	%
Eye-catching	70 s	12	14	4	67 s	10	14	9
Modern	63 s	7	19	11	51 s	8	21	20
Classy looking	58 s	20	16	6	59 s	14	17	10
Stylish	58 s	17	18	7	54 s	12	19	15
Trendy	50 s	8	10	32	48 s	10	14	28
High quality	47 s	15	31	7	51 s	10	27	12
Unique	42 s	11	22	25	38 s	9	27	26
Elegant	46 s	14	21	19	50 s	9	20	21
Fits my personality	41 s	21	13	25	43 s	14	14	29
Innovative	41 s	9	15	35	41 s	10	23	26
Contemporary	36	26	26	12	38 s	23	25	14
Expensive	38 s	9	23	31	34 s	8	28	30
For young adults	38 s	14	20	28	34 s	8	25	33
Established	36 s	23	33	8	41 s	15	37	7
Classic	27	34	26	13	32	28	26	14
Feminine	34 s	14	10	42	36 s	13	15	36
Traditional	17	51 s	21	11	27	33	25	15
Masculine	19	27	18	36	24	28	19	29
Cheap looking	12	32 s	4	52	9	31 s	9	51
Ordinary looking	9	53 s	20	18	11	43 s	21	25
Old-fashioned	11	56 s	10	23	12	47 s	18	23
Unattractive	10	27 s	8	55	9	30 s	10	51
Boring/dull	4	43 s	15	38	5	42 s	14	39

s = Significantly higher than New/Current at the 95% confidence level.

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EVALUATION OF PARLIAMENT PACKS ON VARIOUS DIMENSIONS

	35 - 64							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	115				113			
	%	%	%	%	%	%	%	%
Eye-catching	71 s	14	13	2	68 s	13	12	7
Modern	65 s	9	13	13	51 s	7	15	27
Classy looking	59 s	22	15	4	62 s	8	17	7
Stylish	57 s	13	26	4	56 s	9	22	13
Trendy	52 s	13	17	18	47 s	7	12	34
High quality	46 s	13	34	7	50 s	9	31	10
Unique	49 s	12	14	25	45 s	10	14	31
Elegant	44 s	16	18	22	49 s	9	12	30
Fits my personality	46 s	21	25	8	47 s	14	13	26
Innovative	46 s	13	14	27	41 s	11	14	34
Contemporary	49 s	18	22	11	34 s	18	23	25
Expensive	41 s	13	14	32	42 s	4	24	30
For young adults	32 s	4	29	35	27 s	7	27	39
Established	29	27	38	6	39 s	17	30	14
Classic	31	31	28	10	41 s	17	26	16
Feminine	27	19	14	40	23 s	10	24	43
Traditional	23	43 s	22	12	22	40 s	18	20
Masculine	20	19	11	50	14	22	18	46
Cheap looking	12	26 s	4	58	6	31 s	6	57
Ordinary looking	14	46 s	10	30	4	56 s	16	24
Old-fashioned	8	42 s	9	41	4	46 s	8	42
Unattractive	8	25 s	6	61	8	32 s	5	55
Boring/dull	4	39 s	6	51	5	33 s	11	51

s = Significantly higher than New/Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF CIGARETTES IN PARLIAMENT PACKS

	TOTAL							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	226				231			
	%	%	%	%	%	%	%	%
Light	30 s	12	55	3	34 s	8	53	5
Flavorful	28 s	13	49	10	35 s	10	41	14
Satisfying	28 s	12	56	4	34 s	9	43	14
Smooth	26 s	16	53	5	40 s	8	41	11
Strong	8	25 s	12	55	15	24 s	13	48

s = Significantly higher than New/Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF CIGARETTES IN PARLIAMENT PACKS

MALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	100				100			
	%	%	%	%	%	%	%	%
Light	33 s	13	49	5	39 s	8	48	5
Flavorful	33 s	12	43	12	34 s	13	40	13
Satisfying	32 s	9	52	7	35 s	11	37	17
Smooth	29 s	12	50	9	39 s	10	39	12
Strong	11	22 s	14	53	16	24	14	46

FEMALE

	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	126				131			
	%	%	%	%	%	%	%	%
Light	27 s	12	59	2	29 s	8	58	5
Flavorful	25 s	13	53	9	36 s	8	42	14
Satisfying	26 s	14	58	2	33 s	8	49	10
Smooth	25	18	55	2	41 s	6	44	9
Strong	7	26 s	11	56	15	23	11	51

s = Significantly higher than New/Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004

EVALUATION OF CIGARETTES IN PARLIAMENT PACKS

	18 - 34							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	111				118			
	%	%	%	%	%	%	%	%
Light	35 s	13	49	3	41 s	8	47	4
Flavorful	31 s	13	41	15	37 s	11	42	10
Satisfying	30 s	11	52	7	36 s	10	43	11
Smooth	30 s	15	48	7	43 s	7	41	9
Strong	11	27 s	15	47	14	31 s	14	41

	35 - 64							
	PARLIAMENT SMOKERS				COMPETITIVE SMOKERS			
	New Pack	Current Pack	Both	Neither	New Pack	Current Pack	Both	Neither
N =	115				113			
	%	%	%	%	%	%	%	%
Light	25 s	12	60	3	26 s	7	60	7
Flavorful	26 s	12	56	6	32 s	10	40	18
Satisfying	27 s	12	59	2	32 s	8	42	18
Smooth	24	16	57	3	36 s	9	41	14
Strong	6	23 s	10	61	18	15	11	56

s = Significantly higher than New/Current at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgn0004